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United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330

Letter No. 2439

Dec. 1, 1989



SECRETARY OF AGRICULTURE CLAYTON YEUTTER opens the 66th Annual Agricultural Outlook Conference Nov. 28 to a standing room only crowd in USDA's Jefferson Auditorium. Yeutter left later that day for Poland to head a U.S. Presidential Economic Delegation. The delegation will recommend to President George Bush the most effective use of U.S. assistance. (USDA Photos by Perry Rech.)

GLOBAL WHEAT SUPPLIES are at their lowest since the early 1970s. The stocks-to-use ratios for competitors and the entire world are at or near their recent historical lows. USDA says many have expressed concerns that current low stocks will not be sufficient to buffer large production shortfalls. However, USDA economists say world wheat production is expected to increase next year. Contact: Ed Allen (202) 786-1840.

ADIS MARIA VILA was sworn in Nov. 22 as assistant secretary of agriculture for administration. Vila was nominated by Pres. Bush Sept. 13 and confirmed by the Senate Nov. 22. As assistant secretary, she will direct USDA's financial management, personnel, civil rights, computer, administrative law and general operational activities. She was secretary of the department of administration for Florida since 1987. A naturalized U.S. citizen, Vila was born in Cuba and immigrated to the U.S. in 1962.



"FARM MANAGEMENT: How to Achieve Your Farm Business Goals," the 1989 Yearbook of Agriculture, is now available. "I've learned from personal experience as a farmer that seemingly small farm management steps can make a big difference in profits," says Secretary of Agriculture Clayton Yeutter, "and that's one of the reasons U.S. farming is so competitive internationally." Members of Congress have limited free copies for public distribution; the book costs \$10 from government bookstores. Media review copies of the yearbook are available free from: Marci Hilt (202) 447-6445. MEDIA ONLY, PLEASE. (USDA Photo.)

HERE'S MORE PROOF combining exercise with a reducing diet boosts weight loss. Moderately overweight women who cut calories and exercised during a 3-1/2 month USDA study lost about 2-1/2 pounds per week. Those who exercised, but didn't diet, lost about 1 pound a week. The ten participants in the study were 23 to 50 pounds overweight. Contact: Nancy L. Keim (415) 556-5800

1990 NATIONAL WESTERN STOCK SHOW will be held in Denver, Colo., Jan 8-21. Entry deadlines are Nov. 15 for general livestock and Dec. 1 for horses and carload cattle divisions. Premium books & entry cards are available by calling 1-800-336-6977.

WOOD ASHES FOR THE GARDEN -- Fireplace or stove wood ashes can produce a nice addition to the garden soil, according to Cornell University Cooperative Extension Service. Lab experiments indicate ash from good logs is a rich source of calcium, magnesium and potassium -- all essential in plant nutrition. Contact: Charles Mazza (212) 340-2930.

WEATHERING THE STORM -- Despite the worst drought in half a century, the country's farm financial performance continued to improve in 1988, USDA economists report. By some measures, the U.S. farm sector's financial strength even increased during 1988. Some parts of the nation escaped the bad weather. And many of the farmers hit hard by the drought were helped by government disaster payments. Contact: Mitch Morehart (202) 786-1801.

FROM OUR RADIO SERVICE

AGRICULTURE USA #1695 -- On this edition of Agriculture USA, Brenda Curtis highlights a rural county in New York state which is educating its citizens about recycling their trash. (Weekly reel -- 13-1/2 min. documentary.)

CONSUMER TIME #1177 -- Christmas tree prices; caring for your Christmas tree; Christmas Island; recycling; controlling Johnson grass. (Weekly reel of 2-1/2 - 3 min. consumer features.)

AGRITAPE #1684 -- USDA News Highlights; corn/sorghum loan extensions; 1990 wool/mohair; super-thick sorghum; ag outlook '90. (Weekly reel of news features.)

NEWS FEATURE FIVE #1248 -- Alternative crops; disaster benefits; freezer milk; probing genetic resistance; genes identified. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Mon., Dec. 4, world ag outlook; Tues., Dec. 5, crop/weather update; Wed., Dec. 6, horticultural exports; Tues., Dec. 12, U.S. crop production, world ag supply & demand; Wed., Dec. 13, ag income outlook; world ag/grain situation, world cotton situation, world oilseed situation.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.
Material changed at 5 p.m. EST each working day.

FROM OUR TELEVISION NEWS SERVICE

FEATURES -- Pat O'Leary reports on small scale agriculture; Brian Norris takes a look at small U.S. companies meeting large export success; Lisa Telder, Michigan State University, reports on rural road safety; and Gary Beaumont, University of Illinois, reports on water quality & erosion potential.

ACTUALITIES: Sec. Yeutter addresses the 65th annual Outlook Conference & talks about Poland & other issues; U.S. Trade Ambassador Carla Hills on status of U.S. trade negotiations; Deputy Undersecretary Ann Veneman on ag trade outlook; USDA Economist Ralph Parlett on food prices; USDA Analyst Frank Gomme on food grains outlook; John Reddington, with USDA's Foreign Agricultural Service, on new export enhancement program guidelines; USDA Economist Ed Allen on wheat outlook; USDA Economist Scott Sanford on cotton outlook; USDA Economist Greg Gajewski on the ag outlook; USDA Economist Larry Van Meir on the feed grain outlook.

NEXT WEEK: DeBoria Janifer reports on research & weight loss; Lynn Wyvill reports on mail order food safety.

Available on satellite (Nov. 30. Dec. 2 & 4)
Westar IV, audio 6.2 or 6.8:

THURSDAY 7:30-7:45 p.m., EST, Transponder 12D
SATURDAY 10:30-11:15 a.m., EST, Transponder 10D
MONDAY 8:30-9:15 a.m., EST, Transponder 12D
(Repeat of Saturday transmission)

DEDICATION...of new studios and offices was conducted Nov. 20, says Rich Hawkins (KRVN, Lexington, Neb.). Gov. Kay Orr attended and spoke at the ceremony. Remodeled structure features earth-berm construction, solar-assist windows, radiation control glass and heat pumps that transfer heat from controlroom equipment to other sections of the building.

ENCOURAGING...more students to major in agricultural subjects is a project the Univ. of Wisconsin is undertaking, says Bob Bosold (WAXX, Eau Claire, Wis.). Bob is serving on committees to spread the word that there are jobs for ag graduates, and asks for ideas about how to turn young people on to agricultural education. Call him at (715) 832-1530. WAXX farm reporter Bob Middendorf says over two-thirds of Wisconsin cropland reports dry conditions, and without rain it will mark the third consecutive dry Fall.

Farm Broadcasters Letter



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MOVE...has been completed by Ben Oldage to KSEV, Tomball, Texas. (713) 342-5292. Ben says its been a delightful Fall, 80 degrees outside his studio in late November. Next day it was near freezing.

RECOVERY...from hip surgery is underway for Roy Battles (WLW, Cincinnati, Ohio, retired) Roy was NAFB president in 1950. Contact him at 6501 El Nido Dr., McLean, Va. 22101. Info provided by Layne Beatty (USDA, retired), who is working on an oral history for the Broadcast Pioneer Library.

CONGRATULATIONS...to Orion Samuelson (WGN/Tribune Radio Net, Chicago). He was one of two foreign journalists chosen by the Republic of China to receive the International Communicator of the Year award. He recently attended National Day ceremonies in Taipei, Taiwan.

VIC POWELL
Chief, Radio & TV Division